

# U.S. Auto Owner Database

## U.S. Auto Owners

**153 Million Individuals**  
**102 Million Households**

Media One is building the largest and most accurate U.S. auto owner databases from factual only sources (DPPA compliant as amended by the Shelby Act).

The Media One Auto ID Database is built using a rigorous corroborating record technique, it is fed new data weekly — to every ninety days depending on the source.



### Popular Uses:

- Direct Marketing (postal campaigns, email campaigns, phones, etc.)
- Insurance Underwriting
- Market Research and Analytics
- Data Hygiene and Verification

## Targeting

### Vehicle Level:

- Year
- Make
- Model
- Odometer Reading
- Purchase Date
- VIN
- Class Codes
- Style Codes
- Fuel Type
- Number of Vehicles



### Consumer Level:

- Name
- Address
- Age/DOB
- Income
- Gender
- Homeowner/Renter
- Presence of Children
- Ethnicity
- Marital Status, etc.
- Net worth
- Average Length of Residence

## Sources Feeding Data

- Point of Sale and Service
- Online Insurance Quotes
- Warranty Companies
- Aftermarket Repair Companies
- Major Car Clubs of America



## Why our Data is Different

Every record is corroborated from two separate sources to be included in our database. A 3rd record must be received within a 10-month period to verify auto owner information.

